REMARKS

The claims have been amended as indicated above. The amendments are fully supported by the specification, claims, and figures as originally filed. No new matter is believed or intended to be involved.

Applicants and the undersigned attorney appreciate the courtesies extended during the telephonic interview on April 4, 2005. The claims have been amended as discussed in the interview. No agreement was reached with respect to the amended claims.

The Office Action rejected claims 1-39 under 35 U.S.C. § 103 as being obvious over Rofrano (6,035,283) in view of Reisman (6,658,464). Applicants traverse all such rejections because a *prima facie* case of obvious has not, and cannot be, established with respect to the pending independent claims (i.e., claims 1, 13, 20, 25, 30, and 36). The legal concept of *prima facie* obviousness is a procedural tool of examination which applies broadly to all arts. It allocates who has the burden of going forward with production of evidence in each step of the examination process. To establish a *prima facie* case of obviousness, as specified in MPEP § 2143, three basic criteria must be met. First, the prior art reference (or references when combined) must teach or suggest all the claim limitations. Second, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Finally, there must be a reasonable expectation of success.

Applicants traverse the obviousness rejections because the cited references do not teach or suggest all the claim limitations (see MPEP § 2143.03). Multiple limitations recited in claims 1, 13, 20, 25, 30, and 36, the only pending independent claims, are not taught or suggested in Rofrano and Reisman. Rofrano discloses a system for assisting customers by accessing a single electronic catalog that includes a knowledge database. Reisman describes a method for retrieving data from multiple sources, which employs hyperlinks that enable the user to select the hyperlink to navigate to a different location to retrieve additional content from a particular source. Rofrano and Reisman do not disclose retrieving content that includes an embedded navigation link associated with a first domain and encoding the embedded navigation link so that it appears to be associated with a second domain to provide seamless end-user support at the user's present navigation location.

In contrast to the systems as taught in Rofrano and Reisman, the invention as presently recited in independent claim 1 is directed to a method for operating a browser, including receiving a request for end-user support, determining a present navigation location for the end-user, retrieving content from a content provider that corresponds to the determined present navigation location, wherein the retrieved content includes an

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embedded navigation link associated with a first domain, encoding the present navigation location, encoding the embedded navigation link so that it appears to be associated with a second domain, replacing the embedded navigation link included in the retrieved content with the encoding of the embedded navigation link, providing a modified content to the end-user, wherein the modified content includes a portion of the retrieved content and includes the encoding of the embedded navigation link that replaced the embedded navigation link, and providing the end-user support to the end-user, wherein at least a representation of the modified content and the end-user support are simultaneously viewable by the end-user at the present navigation location.

Regarding independent claim 13, Rofrano and Reisman also fail to teach or suggest the claimed combination for a system for providing content to a browser, wherein a first content portion originates from a first domain and a second content portion originates from a second domain, comprising an automated support system, and an annotation server connected to the automated support system, wherein the annotation server is configured to encode either the first content portion or the second content portion to appear as if they both originated from a common domain.

Regarding independent claim 20, Rofrano and Reisman similarly fail to teach or suggest the currently recited method for displaying content in a browser window, comprising receiving data from a content provider associated with a first domain, wherein the received data includes a plurality of embedded links, identifying each of the plurality of embedded links, encoding a first of the plurality of embedded links to appear to be associated with a second domain, and providing for display in the browser window at least a representation of at least a portion of the received data, wherein the first of the plurality of embedded links is encoded responsive to the first of the plurality of links being associated with the first domain.

Regarding independent claim 25, Rofrano and Reisman also fail to teach or suggest the claimed method for displaying content in a browser window, comprising receiving data from a content provider, wherein the received data includes a plurality of embedded links associated with a first domain, identifying each of the plurality of embedded links, encoding a first of the plurality of embedded links so that they appear to be associated with a second domain, and providing for display in the browser window at least a representation of at least a portion of the received data, wherein the first of the plurality of embedded links is encoded responsive to the first of the plurality of links being associated with the first domain.

In addition, Rofrano and Reisman fail to teach or suggest a data collection module that records a set of data related to an actual end-user support session. Rofrano only discloses accessing a single electronic catalog that includes a single knowledge database of generic questions and potential answers. Reisman only

describes retrieval-oriented database processing and does not describe recording a set of data related to an actual end-user support session.

Regarding independent claim 30, Rofrano and Reisman also fail to teach or suggest the claimed combination of elements for providing end-user support, including an end-user support knowledge database, an automated support server in communication with the end-user support knowledge database, and a secondary support system in communication with the end-user support knowledge database, and a data collection module in communication with the end-user support knowledge database, the automated support server, and the secondary support system, wherein the data collection module records a set of data related to an actual end-user support session; and wherein both the automated support server and the secondary support system are configured to access the end-user support knowledge database to provide end-user support.
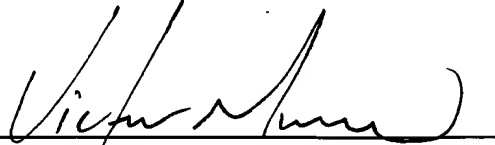
Regarding independent claim 36, Rofrano and Reisman similarly fail to teach or suggest the currently recited system for providing end-user support, comprising, an end-user support knowledge database, an automated support server in communication with the end-user support knowledge database, and a data collection module in communication with the end-user support knowledge database and the automated support server, wherein the data collection module records a set of data related to an actual end-user support session.

It should be noted that the foregoing is not an exhaustive list of claimed features not taught or suggested by the references of record, and that further limitations are believed to be novel and non-obvious over Rofrano and Reisman.

Accordingly, the pending independent claims (*i.e.*, claims 1, 13, 20, 20, 30, and 36) overcome the rejection of record and are in a condition for allowance. Beyond the foregoing shortcomings with respect to the independent claims, Applicants further note that the dependent claims include additional limitations not taught or suggested in the art of record, thus forming independent basis for novelty and non-obviousness.

Based on the foregoing, all pending claims are in a condition for allowance. Accordingly, Applicant submits that all pending claims overcome the rejections presented in the Office Action, and respectfully requests reconsideration and a notice of allowance.

Respectfully Submitted,

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